CLAIMS

What is claimed is:

1. A method comprising:

receiving an instruction relating to a database, said database comprising an association between a plurality of events available at a plurality of sending clients and a

- 4 plurality of receiving clients eligible to receive selected ones of the plurality of events;
- 5 and
- 6 processing the instruction based \not n the database.
- 2. The method of claim 1 wherein the database comprises a hierarchical, directed group structure in which clients and events are assigned to groups, and wherein clients assigned to a particular group are eligible for events assigned to the particular group as
- 4 well as events assigned to all and estor groups of the particular group.
- 3. The method of claim 2 wherein the instruction comprises a new client instruction,
 - said new client instruction in ϕ luding a client identifier and a group identifier, and wherein
- 3 processing the instruction comprises:
- 4 assigning a client indicated by the client identifier to a group indicated by the
- 5 group identifier.
- 1 4. The method of claim 2 wherein the instruction comprises a ticket instruction, said
- 2 ticket instruction in fluding a particular group identifier, and wherein processing the
- 3 instruction comprises:

ELÁ14970981US
"Express Mail" mailing label number

- 26 -

4698.P003

2

4	generating a ticket based on the particular group identifier, said ticket
5	summarizing a set of events for which clients assigned to a group identified with the
6	particular group identifier are eligible; and
7	providing the ticket for a particular client assigned to the particular group.
1	5. The method of claim 2 wherein the instruction comprises a key instruction, said key
2	instruction referring to a particular event summarized on a ticket for a particular client,
3	and wherein processing the instruction comprises:
4	providing keying information to facilitate the event between the particular client
5	and at least one additional client.
1	6. The method of claim 2 wherein the instruction comprises a new event instruction,
2	said new event instruction including a group identifier and an event identifier, said event
3	identifier indicating an event/available from a particular client assigned to a group
4	indicated by the particular group identifier, and wherein processing the instruction
5	comprises:
6	assigning the event indicated by the event identifier to the group indicated by the
7	group identifier.
1	7. The method of claim 2 wherein the instruction comprises a delete instruction, said
2	delete instruction including a group identifier and an entity identifier, said entity identifier
3	comprising one of a client identifier and a content identifier, and wherein processing the
4	instruction comprises:
5	deleting an entity indicated by the entity identifier from a group indicated by the
6	group identifier. EL414970981US - 27 - 4698.P003
	"Express Mail" mailing label number

8. The method of claim 2 wherein the instruction comprises a modification instruction, 1 2 said modification instruction including a group identifier, modification information, and an entity identifier, said entity identifier comprising one of a client identifier and a 3 content identifier, and wherein processing the instruction comprises: 4 5 modifying an entity indicated by the entity identifier and assigned to a group 6 indicated by the group identifier with the modification information. 9. The method of claim 1 wherein the database is shared by a ticketing server and a 1 2 keying server. 10. The method of claim 9 wherein the ticketing server and the keying server are 1 2 located remotely from one another. 11. A machine readable storage medium having stored thereon machine executable 1 instructions, execution of said machine readable instructions to implement a method 2 3 comprising: 4 receiving an instruction relating to a database, said database comprising an 5 association between a plurality of events available at a plurality of sending clients and a 6 plurality of receiving clients eligible to receive selected ones of the plurality of events; 7 and processing the instruction based on the database. 8 1 12. The machine/readable storage medium of claim 11 wherein the database 2 comprises a hierárchical, directed group structure in which clients and events are - 28 -4698.P003

"Express Mail" mailing label number

assigned to groups, and wherein clients/assigned to a particular group are eligible for 3 4 events assigned to the particular group as well as events assigned to all ancestor 5 groups of the particular group. 1 13. The machine readable storage medium of claim 12 wherein the instruction 2 comprises a new client instruction, said new client instruction including a client identifier 3 and a group identifier, and wherein processing the instruction comprises: 4 assigning a client indicated by the client identifier to a group indicated by the 5 group identifier. 1 14. The machine readable storage medium of claim 12 wherein the instruction comprises a ticket instruction, said ticket instruction including a particular group 2 identifier, and wherein prodessing the instruction comprises: 3 4 generating a ticket/based on the particular group identifier, said ticket 5 summarizing a set of events for which clients assigned to a group identified with the 6 particular group identifier are eligible; and 7 providing the ticket for a particular client assigned to the particular group. 1 15. The machine readable storage medium of claim 12 wherein the instruction 2 comprises a key instruction, said key instruction referring to a particular event summarized on a ticket for a particular client, and wherein processing the instruction 3 4 comprises: 5 providing keying information to facilitate the event between the particular client and at least/one additional client. 6

- 29 -

"Express Mail" mailing label number

4698.P003

1	16. The machine readable storage medium of claim 12 wherein the instruction
2	comprises a new event instruction, said new event instruction including a group
3	identifier and an event identifier, said event identifier indicating an event available from
4	a particular client assigned to a group indicated by the particular group identifier, and
5	wherein processing the instruction comprises:
6	assigning the event indicated by the event identifier to the group indicated by the
7	group identifier.
1	17. The machine readable storage medium of claim 12 wherein the instruction
2	comprises a delete instruction, said delete instruction including a group identifier and an
3	entity identifier, said entity identifier comprising one of a client identifier and a content
4	identifier, and wherein processing the instruction comprises:
5	deleting an entity indicated by the entity identifier from a group indicated by the
6	group identifier.
1	18. The machine readable storage medium of claim 12 wherein the instruction
2	comprises a modification instruction, said modification instruction including a group
3	identifier, modification information, and an entity identifier, said entity identifier
4	comprising one of a client dentifier and a content identifier, and wherein processing the
5	instruction comprises:
6	modifying an entity indicated by the entity identifier and assigned to a group
7	indicated by the group identifier with the modification information.
1	19. A management server apparatus comprising:
	<u>EL414970981US</u> - 30 - 4698.P003 "Express Mail" mailing label number

- 2 a port to receive an instruction relating to a database, said database comprising
- an association between a plurality of events available at a plurality of sending clients
- 4 and a plurality of receiving clients eligible to receive selected ones of the plurality of
- 5 events; and
- a processing unit to process the instruction based on the database.